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Future Introduction

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Future

INTRODUCTION

A question raised out of this effort is one of how to provide better information for planning so that an event does not happen by chance but comes about in a systematic manner. The following presentations stress that the key to the success of the 1984 World's Fair in Louisiana will hinge on the lessons learned in Knoxville. We can already see in the presentations made that officials from New Orleans have been intensively studying the planning and implementation processes used in Knoxville. The focus upon the other presentations in this section is how individuals are willing to stimulate and, indeed, bring about a professional perspective. Organizations such as TTRA provide many services to increase the awareness and experience of individuals in the travel and tourist industry. Universities such as those in the Smoky Mountain Recreation Consortium come together to share their expertise in professional training. It is obvious that one can learn the necessary planning and implementation skills by trial and error but there are organizations and institutions of higher education that provide formal instruction in these areas. These institutions should take a more active role in development of skills so that events such as the Knoxville World's Fair can be a greater success for those individuals who courted disaster, especially from the private sector. The key focus is proper planning and implementation, because a cost margin of one or two percent is the difference between success and failure.
